

Campaign Title:
Prepared by:
Organization:
Date:

Situational Analysis

Introduction

Background and Research

Environmental Scan

SWOT Analysis

Strengths:

Weaknesses:

Opportunities:

Threats:

Market Segmentation and Target Markets

Definition of Market Segments (Market Research)

Primary Target Audiences

Secondary Target Audiences

Objectives

Behaviour Objectives

Knowledge Objectives

Belief Objectives

Specific Measurable Objectives

Marketing Strategy

Product:

Actual Product:

Core Product:

Augmented Product:

Price:

Place:

Promotion:

Key Messages:

Messaging approach (Tone and position):

Promotional Tactics:

Evaluation Plan

Evaluation and Tracking Plans:

Application of evaluation results:

Budget

Implementation Plan

Phase 1:

Task	Responsible Party	Completion Date	Expected Cost

Phase 2:

Task	Responsible Party	Completion Date	Expected Cost